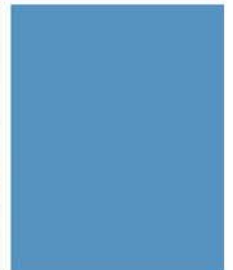




# ENERGY STAR® Homes Northwest



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# Engaging the Marketplace In the Northwest

**Anne Brink,**

*Market Manager*

Northwest Energy Efficiency Alliance

**Kendall Youngblood,**

*Residential Sector Manager*

Energy Trust of Oregon, Inc.



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# Program Implementers

- Northwest Energy Efficiency Alliance (NEEA)
  - Non-profit funded by Northwest utilities and systems benefit administrators.
  - Encourages adoption of energy efficient technologies and services
- Energy Trust of Oregon
  - Non-profit organization, administer systems benefit charges collected from 5 utilities in Oregon
  - Cover 80% of the state





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# Program History

Program Launched in 2004

- 2,354 Northwest ENERGY STAR Homes built in 2006
- 237 Northwest ENERGY STAR active builders in 2006

Northwest ENERGY STAR Homes program includes Washington, Oregon, Idaho, and Montana





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# Key Market Players

- Builders/Developers
- Building Performance Specialists/Verifiers
- Realtors
- Suppliers to Builders – HVAC, Lighting & more



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# Builders/Developers

## *Progress to Date*

- Co-op Advertising/ Model Home Incentives
- Program-Sponsored Advertising
- Champion Builders/Developers
- Engaging Builder Associations
- Partnering with Green Building Programs
- Extensive marketing efforts and staff training on ENERGY STAR benefits



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# Co-op Advertising

- 50 builders leveraged \$110,000 in cooperative funding.
- 47 builders received model home incentives for opening 55 model homes.
- 80 builders in 8 markets leveraged \$183,000 in funding through EPA coop.

**Victory Homes—Spokane, Washington and  
Holton Homes—Nampa, Idaho**



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# Program-Sponsored Ads

- Energy Trust's fall campaign showcasing ENERGY STAR builders with inventory.

## Looking to buy?

ENERGY STAR<sup>®</sup> qualified homes are available now!

Why buy an ordinary home when you can buy a home that is 15% more efficient, saves money on energy costs and is more comfortable to live in?

<p><b>Dolph Creek Townhomes</b>—Portland Start at \$369,950 503-416-3358 <a href="http://www.dolphcreektownhomes.com">www.dolphcreektownhomes.com</a></p> <p>dolph creek</p>	<p><b>D.R. Horton</b>—Portland Metro <a href="http://www.drhorton.com">www.drhorton.com</a></p> <p>D.R. HORTON America's Builder</p>	<p><b>Ryan Olsen Artisan Homes</b>—Portland Metro • Tynhurst, Happy Valley Start at \$719,900 • Brookhurst, Gresham Start at \$679,900 503-288-9400 <a href="http://www.ryanolsenhomes.com">www.ryanolsenhomes.com</a></p> <p>Ryan Olsen</p>	<p>• Trolley Barn, Portland Start in the \$340s, 503-233-8680 • Brookwood Crossing, Hillsboro Start in the \$240s, 503-336-0546</p> <p>• Windswept Water, Clackamas Start in the \$265s, 503-658-3900 • The Greens, Newberg Start in the \$400s, 503-538-1112</p>
<p><b>JDR Contracting, Inc.</b>—Hillsboro • The Preserve at Rock Creek Start in the low \$400s 971-235-3675 <a href="http://www.preserveatrockcreek.com">www.preserveatrockcreek.com</a></p> <p>JDR</p>	<p><b>Neil Kelly Custom Homes</b> Portland Metro 503-288-7461 <a href="http://www.neilkelly.com">www.neilkelly.com</a></p> <p>Neil Kelly</p>	<p><b>Braedon Heights Townhomes</b>—Portland Start at \$575,000 503-416-4177 <a href="http://www.braedonheights.com">www.braedonheights.com</a></p> <p>Braedon Heights</p>	
<p><b>Summerfield Homes</b>—Forest Grove • Oak Hill Settlement Start in the high \$300s 503-730-3800 <a href="http://www.summerfield-homes.com">www.summerfield-homes.com</a></p> <p>Summerfield</p>	<p><b>Persimmon Development Group</b> Beaverton • LynAnn Park Condominiums Start at \$278,221, 503-491-9200 <a href="http://www.lynnanpark.com">www.lynnanpark.com</a></p> <p>PDG</p>	<p><b>Decal Oregon, Inc.</b> • Marshall Park—Portland Start in the \$500s, 971-998-2230 • Greenbrier Townhomes—St. Helens Start at \$199,900, 971-235-6224 <a href="http://www.decallestate.com">www.decallestate.com</a></p> <p>Decal</p>	

A better home that is better for the environment.

**Energy Trust**  
of Oregon, Inc.

For information on ENERGY STAR qualified homes call 1-866-ENTRUST or visit [energytrust.org/builder](http://energytrust.org/builder).





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# Program-Sponsored Ads




The only blue that's really green  
is ENERGY STAR®

When it comes to being green—look for a home with the ENERGY STAR blue label. If you're in the market for a new home, one of the smart steps you can take also has the green upside—choosing an ENERGY STAR new home. More than 31 percent of the polluting carbon dioxide emissions in the U.S. come from our homes. ENERGY STAR certified homes help 3,000 pounds of carbon dioxide out of the air each year—that's the equivalent to planting 220 trees!

Ask your home builder and partner for an ENERGY STAR home.  
To find a builder in your area call 1-866-ENTRUST or visit [energytrust.org/build](http://energytrust.org/build)



[energytrust.org](http://energytrust.org)




**Be green. Buy blue.**

Do your nesting instincts have you searching for a new home that's easy on the earth? Then look for the blue ENERGY STAR® label.

Every ENERGY STAR home is built for energy savings and comfort—which means lower energy costs, even year-round temperatures and fewer emissions that contribute to global climate change. A performance-tested ENERGY STAR home is the green choice that's as good for you as it is for the environment.

Ask your builder or real estate agent for an ENERGY STAR home. To find a builder in your area, call 1-866-ENTRUST or visit [energytrust.org/EnergyStar](http://energytrust.org/EnergyStar).





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# Champion Builders

- 14 champion builders in 2007 received \$84,000
- Co-branding efforts with these builders included:
  - Fully integrated advertising campaigns
  - Public Relations campaigns
  - Upgraded presence on websites
  - Display installation in sales offices/model homes

*Come Home*  
to Comfort, Savings, Quality

D.R. Horton is proud to bring you **ENERGY STAR** qualified homes that use energy more efficiently. These energy-efficient homes feature a variety of energy-saving features including enhanced insulation, high performance windows and doors, high efficiency heating and cooling systems, well-sealed duct systems, and ENERGY STAR qualified appliances and lighting. Most importantly, ENERGY STAR qualified homes are performance tested to give you peace of mind that your home will operate at optimal levels for lower maintenance and an average energy savings of \$400 to \$600 each year.

**ENERGY STAR Homes Feature:**

- Enhanced Insulation:** At least R-13 in walls to keep heat from escaping. ENERGY STAR qualified homes feature enhanced insulation, helping you save energy. That's why you'll save up to \$400 each year on energy bills.
- High-Performance Windows and Doors:** The ENERGY STAR qualified homes feature high-performance windows and doors that help reduce heat loss and keep your home comfortable all year long.
- High-Efficiency Heating and Cooling:** ENERGY STAR qualified homes feature high-efficiency heating and cooling systems that help reduce energy costs and keep your home comfortable all year long.
- Well-Sealed Duct Systems:** ENERGY STAR qualified homes feature well-sealed duct systems that help reduce energy costs and keep your home comfortable all year long.
- ENERGY STAR Qualified Appliances and Lighting:** ENERGY STAR qualified homes feature ENERGY STAR qualified appliances and lighting that help reduce energy costs and keep your home comfortable all year long.

Visit Us Today! [www.DR Horton.com](http://www.DR Horton.com)

**ENERGY STAR®**  
Featured Homebuilder: **DR HORTON®**  
*America's Builder*

As energy costs rise and owners demand more energy efficient green homes, D.R. Horton is proud to bring you ENERGY STAR qualified homes that use energy more efficiently. These energy-efficient homes feature a variety of energy-saving features including enhanced insulation, high performance windows and doors, high efficiency heating and cooling systems, well-sealed duct systems, and ENERGY STAR qualified appliances and lighting. Most importantly, ENERGY STAR qualified homes are performance tested to give you peace of mind that your home will operate at optimal levels for lower maintenance and an average energy savings of \$400 to \$600 each year.

**ENERGY STAR Homes Feature:**

- Enhanced Insulation:** At least R-13 in walls to keep heat from escaping. ENERGY STAR qualified homes feature enhanced insulation, helping you save energy. That's why you'll save up to \$400 each year on energy bills.
- High-Performance Windows and Doors:** The ENERGY STAR qualified homes feature high-performance windows and doors that help reduce heat loss and keep your home comfortable all year long.
- High-Efficiency Heating and Cooling:** ENERGY STAR qualified homes feature high-efficiency heating and cooling systems that help reduce energy costs and keep your home comfortable all year long.
- Well-Sealed Duct Systems:** ENERGY STAR qualified homes feature well-sealed duct systems that help reduce energy costs and keep your home comfortable all year long.
- ENERGY STAR Qualified Appliances and Lighting:** ENERGY STAR qualified homes feature ENERGY STAR qualified appliances and lighting that help reduce energy costs and keep your home comfortable all year long.

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*Come Home*  
to Natural Living

Every D.R. Horton ENERGY STAR qualified home has also earned the **Earth Advantage®** label. Partnering with these two respected and complementary home certification programs, D.R. Horton offers a unique and comprehensive package of energy efficiency and environmental benefits for your new home.

**Earth Advantage Homes Offer:**

- Healthier Indoor Air:** The air inside your home makes a difference in how you feel every day. Earth Advantage homes are built to maximize healthier indoor air with low-VOC paint, carpet, and other materials. Materials used in construction are sourced from sustainable sources and are free of formaldehyde, lead, and other harmful chemicals.
- Reduced Water Usage:** Efficient use of resources offers a combination of a single, enhanced durability and a low water usage. Earth Advantage homes feature low-flow toilets, showerheads, and faucets that help conserve water and reduce your water bills.
- Environmental Stewardship:** Home in Oregon, we're all concerned about the environment. Earth Advantage homes are designed and built to help you live green. Our green building practices include using sustainable materials, reducing greenhouse gas emissions, and protecting the environment. Our green building practices include using sustainable materials, reducing greenhouse gas emissions, and protecting the environment.

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# Developers

## Issaquah Highlands, Seattle Washington

- Featuring 100% ENERGY STAR and 4-star Built Green homes.
- 2500 homes over 10 years.
- Program support via co-op ads, model homes, discovery center and events.





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# Builder Associations

Working with Puget Sound Energy, Seattle Washington, on a joint partnership to sponsor local MBA associations that promote ENERGY STAR along with their Built Green program.

- King/Snohomish County
- Pierce County
- CWBGA

In Oregon, the program is working with the local Homebuilders Association (HBA).





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# Green Building Programs

Working with regional green building programs to co-brand and jointly promote energy-efficient building practices.

- Earth Advantage - ENERGY STAR preferred energy path
- Built Green – ENERGY STAR required for 4 star level





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# Green Building Trainings

In Oregon, co-sponsored with Earth Advantage a Green Building week hosted by the HBA. 60-80 people attended each session.

- Green Building 101
- Building to the federal tax credit
- Selling Green Homes
- Networking after hours event



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# Builders/Developers

## *Next Steps*

- Moving existing builders to 100% status.
- Actively working with builder associations and green building programs to encourage 100% ENERGY STAR.
- Positioning Champion Coop funding to be available to only 100% ENERGY STAR builders.
- Supporting quality project management in the field.



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# Realtors®

## *Progress to date*

ENERGY STAR in the Realtor Multiple Listing Service

- Oregon
- Washington

Continuing education courses for Realtors

- Idaho

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## The Oregonian

### Local homes database turns 'green'

RMLS - Environmentally friendly information for Realtors signals good news for some buyers and sellers and starts a trend





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# Realtors® *Next Steps*

- Creating two continuing education courses
  - Two day course partnering with green building program
  - Four hour course on ENERGY STAR/energy efficiency overview
- Enlist marketplace instructors and partner with Title Companies on trainings
- Partner with Real Estate firms to market ENERGY STAR Homes



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# Engaging the BPS

## *Progress to date*

2004 and 2005

- Program recruited builders and passed them off to the verifiers to inspect and label homes.

2006

- Provided co-op marketing funds so verifiers could market their business.





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# Building Performance Specialists

## *Next Steps*

- Assist verifiers in expanding their business.  
Includes: assisting on equipment expenses, co-op marketing
- Encouraging verifiers to recruit builders.  
Providing training on sales, marketing and business development.
- Providing training to assist verifiers in adding services that increase their value to the builders and improve their revenue per house.



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# HVAC Contractors

## *Progress to Date*

- HVAC Pilot effort is targeting HVAC contractors and distributors as a way to encourage sales of high efficiency equipment and to recruit builders into the program.
- Gensco (Trane distributor) and Tri-County Temp Control working with Legend Homes.
- Legend Homes now planning a 34 unit development as 100% ENERGY STAR.





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# HVAC Contractors

## *Next Steps*

- Working with HVAC distributors to increase number of shops selling the ENERGY STAR Homes program.
- Discussion of specific pricing strategies and implementation logistics.
- Program assistance for HVAC contractors to market themselves as ENERGY STAR partners.